

EDITOR'S COLUMN

The present volume features four articles focusing on various aspects of Canadian media regulation. Jean McNulty (Ontario Ministry of Culture and Communications) traces the development of satellite broadcasting from 1969 onward and the ways in which government and business interests have organized this distribution technology to reinforce existing economic and social monopolies of knowledge. Robert Babe (University of Ottawa) relates Canada's differing telephone regulation practices to its particular socio-historical development and problems. Dorothy Zolf (University of Calgary) compares the legal bases of broadcast regulation in Canada and the United States and speculates about the possibilities for de-regulation. Alan Bartley explores the efficacy of cross-media ownership regulation under the two most recent governments. All writers agree that broadcast regulation is in flux and because it is a political process, the pull of the United States on Canadian affairs remains strong.

Closer to home, as our second issue of the *Canadian Journal of Communication* goes to press we have gathered important working experience in the McGill office about how to produce a quality publication. In this endeavor you as writers and we as editors are reciprocally involved. Together we produce and channel the flow of manuscripts which alone guarantee "quality" content. At present, interesting texts are still scarce and we lack a backlog of manuscripts for future issues. To increase the flow we are proposing theme issues and urge you the readers to contact us at (514) 398-4932 with new ideas. We also need to continue to cross disciplinary boundaries and encourage colleagues with promising work to submit their papers to us so that the scope of research featured in our pages can be expanded.

To make the *CJC* more lively to read we are also creating new sections. In this issue our *NewsForum* will be joined by the *Letters to the Editor* column. It will feature opinion and debate and provide a space where scholarly argument can be supplemented with comments on more timely issues. To launch this new section we present a provocative letter by Robert Babe (University of Ottawa) questioning the philosophical assumptions of certain types of regulatory approaches. Letters can be up to three double spaced pages and cover any issue in the field.

Beyond the text creative publishing requires a network of competent reviewers. Our list presently numbers about 50 persons drawn from all communications departments and some related disciplines across Canada. More specialists are still needed. Please make yourself and your expertise known to us. Creative publishing also involves sensitivity to the "dual realities" which comprise Canadian culture. While *Communication et information*, edited by Roger de la Garde (Laval) offers publishing opportunities for Francophone scholarship, the *CJC* has in the past presented occasional articles as well as synopses in the French language. Currently these are ably prepared by Elaine Ayotte, MA candidate at McGill. We have begun

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to extend these practices by circulating French language scholarship for peer review. If accepted we encourage authors to translate their work for wider circulation. As editors we will participate in this translation process as actively as possible.

Two other urgent tasks have occupied us in the past months: subscriptions and promotion. Though the *CJC* continues its close contact with the Canadian Communication Association, the two bodies are now *administratively* autonomous. The *CJC* has its own Board of Directors and Editorial Board which oversee its affairs. Under a new trial agreement The University of Calgary Press handles both our subscriptions and printing. This has led to confusion for some subscribers who are unsure whether they qualify for the reduced CCA subscription price. For information on Canadian Communication Association membership status contact Richard Lewis, Department of Communication Studies, University of Windsor, Windsor, Ont. N9B 3P4. Our journal presently has about 330 subscribers, but about 550 are needed to break even at present rates and support a half-time Assistant editor. About 40 U.S. colleagues have been contacted to encourage Library subscriptions but there must be other ways in which we can increase our numbers. Please bring creative ideas to the *CJC* Annual General Meeting which will be held at Windsor on June 6, 1988 from 5 to 7 o'clock.